

Air Conditioning | Heating | Refrigeration

the **NEWS**

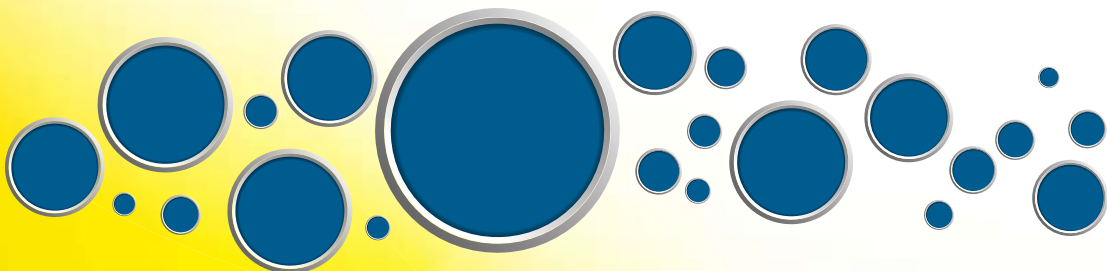
www.achrnews.com



2013

Digital Media Rate Card

Influence decision-makers through weekly
print, online, and digital products



Achrnews.com Run of Site (ROS)

- Leaderboard:** Rotation of up to 10 ads, located above the fold
- Expandable Leaderboard:** Rich media ad, animation state varies
- Medium Rectangle:** Rotation of up to 15 ads, minimal ad competition
- Photo Gallery:** Up to 20 photos can be included, includes title and description

Home Page

- Rectangle:** Two adjacent spots available on the home page only
- Floating Ad:** Rich media ad that floats in the center of the page
- Page Peel Ad:** Rich media ad that expands from the corner to reveal an attractive ad underneath
- Slider:** Content sliding in from the right and takes over the page

Sub Pages

- Wide Skyscraper:** Run of site, except home page, rotation up to 15 ads
- Expandable Skyscraper:** Expands to 320 x 600 pixels, sub pages only
- Topic Sponsorship:** Ad package for targeted editorial, includes wide skyscraper on related article pages and medium rectangle on main topic page
- Pushdown:** Rich media ad in leaderboard position that expands vertically and pushes web content down the page
- Billboard:** High-visibility ad unit with clear value for advertisers offering full rich media interactivity. One of the unique features is the integration of a "Show Ad" button to view ad again.
- Filmstrip:** Rich media ad that allows creative story-telling through a series of stitched together panels. Sits in skyscraper placement on right.
- Article Sponsorship:** Sponsor an article and your rectangle ad appears with the article for three years.
- Registration Login Page:** Exclusive sponsorship of the login page, includes medium rectangle ad

Videos

- Multi-Media Box Videos:** Posted on the home page for 3 weeks
- Extra Edition "How-To" Videos:** Post your technical/training video
- Editorial Sponsored Videos:** 15 and 30 second commercials before the editorial video
- Leaderboard Video Sponsorship:** Includes video and leaderboard ad on video page

Digital Editions

Digital editions are an exact replica of the print issue but with added digital interactivity such as clickable web links and ad view tracking. Digital editions are sent via email to 15,000+ industry professionals and posted on The NEWS' website for one year. With a variety of sponsorship options, you can give your company prominent placement or even add animation, video or audio to your ad.

Podcasts

The NEWS' podcasts provide educational and promotional information to the industry through short audio presentations. Podcasts are available on-demand on achrnews.com and can be played from a portable device. Sponsor your own exclusive, custom podcast or gain exposure by sponsoring one of The NEWS' editorial podcasts.

Achrnews.com Home Page



Digital Editions





eNewsletters

eNewsletters

Weekly eNewsletter: Reach our targeted audience of 10,000+ HVACR professionals by placing your advertising message within this timely and informative environment.
FROSTlines: Written by the editors of The NEWS, FROSTlines is a monthly eNewsletter targeted specifically for refrigeration contractors and distributors.

Webinars

Generate high-quality sales leads when you sponsor an educational Webinar hosted by The NEWS. Each Webinar features professional audio/visual presentations from industry experts and a live Q&A session. Sponsorship includes an aggressive marketing campaign before and after the event and tangible sales leads when the event is over.

Webinars



Virtual Events

Virtual events are gatherings of people sharing a common environment on the Web to create an interactive experience. According to American Business Media and Forrester Research, 75% of business decision-makers said they attended 3+ Web-based events during the past 12 months. Don't miss this opportunity to generate leads with a virtual event sponsorship.



Virtual Events

Social Media



Social media usage is a reality in today's business environment, and companies that aren't represented in this new medium are falling behind. A smart social media strategy plays an integral role in communicating with your customers and prospects. The NEWS offers a number of opportunities for you to engage with your audience on Facebook and Twitter.

Smartphone & Tablet Apps

Meet the demand for information "Any Way You Want It!" in The NEWS. Reach your customers as they read The NEWS via multiple platforms: iPads, tablets, iPhones, and Androids.



The NEWS^{HD} iPad

Smartphone App

The NEWS^{HD} iPad App

Enhance your image as a new technology leader and reach a growing market of iPad users with an exclusive sponsorship of The NEWS^{HD}. These iPad issues contain exclusive features and content written for and available only on the iPad. Sponsorship includes a complete promotional and marketing campaign (in print and online) with house ads, web ads and a social media strategy. You'll also get two interactive ads in the iPad issue where you can incorporate audio, video, photos and more!

Online HVACR Directory

The HVACR industry's most referenced buyers guide is available online in searchable format. The NEWS' Online Directory page receives thousands of visits a month. Enhance your online listing with web links, web logos, social media links, product photos, catalogs and more.

2013 Digital Rate Card

Rates effective January 1, 2013 and are subject to change.
All rates listed are gross unless otherwise noted.

the**NEWS**

Ad Description	Ad Size	Adv. Rate	Non-Adv. Rate	Ad Description	Ad Size	Adv. Rate	Non-Adv. Rate
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Achrnews.com — Run Of Site

Leaderboard	728 x 90 px	\$1,380/mo	\$1,520/mo
Medium Rectangle	300 x 250 px	\$1,150/mo	\$1,265/mo
Expandable Leaderboard <i>(rich media)</i>	728 x 90 px <i>(728 x 250 expanded size)</i>	\$2,870/mo	\$3,160/mo
Photo Gallery	Up to 20 photos	\$635/mo	\$700/mo

Achrnews.com — Home Page

Rectangle Ad	180 x 150 px	\$460/mo	\$510/mo
Floating Ad <i>(rich media)</i>	800 x 600 px <i>(maximum size)</i>	\$2,585/mo	\$2,845/mo
Page Peel Ad <i>(rich media)</i>	150 x 150 px <i>(600 x 600 expanded size)</i>	\$2,870/mo	\$3,160/mo
Slider <i>(rich media)</i>	970 x 90 px <i>(970 x 550 expanded size)</i>	\$2,695/mo	\$2,965/mo

Achrnews.com — Sub Pages

Wide Skyscraper	160 x 600 px	\$1,035/mo	\$1,140/mo
Super Leaderboard	970 x 90 px	\$1,450/mo	\$1,595/mo
Half Page Skyscraper	300 x 600 px	\$1,100/mo	\$1,210/mo
Topic Sponsorship <i>(Wide skyscraper on related article pages. Medium rectangle on main topic page.)</i>	Wide Skyscraper: 160 x 600 px Medium Rectangle: 300 x 250 px	\$610/mo	\$670/mo
Expandable Skyscraper <i>(rich media)</i>	160 x 600 px <i>(320 x 600 expanded size)</i>	\$1,295/mo	\$1,425/mo
Pushdown <i>(rich media)</i>	970 x 70 px <i>(970 x 415 expanded size)</i>	\$2,295/mo	\$2,525/mo
Billboard <i>(rich media)</i>	970 x 250 px	\$2,095/mo	\$2,305/mo
Filmstrip <i>(rich media)</i>	300 x 600 px <i>(300 x 300 expanded size)</i>	\$1,695/mo	\$1,865/mo
Article Sponsorship Ad	180 x 150 px	\$495	\$545
Registration Login Page	300 x 250 px	\$635/mo	\$700/mo

Videos

Multi-Media Box Videos	320 x 240 px	\$2,585/3 wks	\$2,845/3 wks
EE "How-To" Videos	320 x 240 px	\$1,380/mo	\$1,530/mo
Editorial Sponsored <i>(15 second ad spot)</i>	320 x 240 px	\$830/2 wks	\$910/2 wks
Editorial Sponsored <i>(30 second ad spot)</i>	320 x 240 px	\$1,245/2 wks	\$1,360/2 wks
Leaderboard Video Sponsorship	728 x 90 px	\$3,230/3 wks	\$3,550/3 wks

Webinars

Standard Webinar	\$7,510 (net)	\$8,260 (net)
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eBooks

Exclusive Sponsorship	\$8,625	\$9,490
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Weekly eNewsletter

Tile Button	125 x 125 px	\$220/wk \$800/mo	\$225/wk \$840/mo
Banner Ad	468 x 60 px	\$225/wk \$840/mo	\$230/wk \$880/mo
Feature Banner Ad	400 x 60 px	\$330/wk \$1,260/mo	\$335/wk \$1,310/mo
Text Ad	6 lines/60 words	\$300/wk \$1,130/mo	\$305/wk \$1,180/mo

FROSTlines eNewsletter

Tile Button	125 x 125 px	\$335/mo	\$370/mo
Banner Ad	468 x 60 px	\$440/mo	\$480/mo
Feature Banner Ad	400 x 60 px	\$415/mo	\$455/mo
Text Ad	6 lines/60 words	\$415/mo	\$455/mo

Digital Editions

Sponsorship	\$1,670	\$1,835
Audio/Video	\$550	\$605

Smartphone & Tablet App

Banner Ad <i>\$600 for advertisers who purchase an add'l item</i>	\$900	\$990
Interstitial Ad <i>\$450 for advertisers who purchase an add'l item</i>	\$700	\$750

The NEWS^{HD} iPad App

Full Sponsorship	\$12,650	\$13,915
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Podcasts

Editorial Podcast Sponsorship	\$1,035	\$1,140
Custom Podcast	\$2,070	\$2,280

Social Media

Facebook Notes	\$920/mo	\$1,015/mo
Facebook Welcome	\$1,380/mo	\$1,520/mo
Sponsor Tweets	\$920/mo	\$1,015/mo
Twitter Widget	\$2,300/mo	\$2,530/mo

HVACR Online Directory

Online Hotlink	\$105	\$105
Social Media Links	\$130 (net)	\$145 (net)
Web Only Logos	\$155	\$180
Premium Listing	\$670	\$925
Premium Plus Listing	\$1,085	\$1,345
Digital Edition Skyscraper	\$400 (net)	\$445 (net)
Digital Edition Sponsor Logo	\$465 (net)	\$510 (net)

Contact a sales rep for more information.

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